

Trout Sales Increase

Wisconsin's trout producers reported \$1.57 million in trout sales during 2005, up 7 percent from 2004. In addition to sales, about 5.90 million trout were distributed for restoration or conservation uses, valued at \$2.12 million. The number of producers raising trout for sale increased from 45 in 2004 to 51 operations in 2005. The number of trout producers distributing for conservation and restoration jumped by 3 to 23.

Sales of trout that were at least 12 inches long totaled \$1.30 million, up 21 percent from 2004. Compared to a year earlier, 33 percent more trout were sold in this size category. Live weight of sales, at 484,000 pounds, rose 25 percent. Producers received an average price of \$2.68 per pound, an increase of 9 cents.

The value of trout sold in the 6 to 12 inch range, at \$244,000, fell 27 percent from 2004. The number of fish sold in that size range, at 260,000, dropped 35 percent from the previous year. The average price was \$2.77 per pound, 7 cent higher than a year earlier. Trout in this size group were most commonly sold to consumers, including private pond owners for their own recreational fishing.

Sales of 1 to 6 inch trout, at \$32,000, is nearly half from 2004. There were 200,000 trout sold, down 31 percent. Total pounds sold, at 4,000, remained the same from 2004. The price, at \$159 per 1,000 fish, decreased \$50.

Trout-for-sale producers lost 298,000 trout to various causes during 2005. Predators continue to be the leading cause of loss at 67 percent of the total loss.

The 6 to 12 inch size was the most common type distributed for conservation or restoration purposes, at 3.04 million trout. The second highest category was 1 - 6 inch trout, at 2.85 million.

Trout, Wisconsin

Item	Unit	2004	2005
Trout 12 inches and longer			
Number sold	1,000	400	530
Pounds sold	1,000	387	484
Value of sales	\$1,000	1,072	1,297
Average value per pound	Dollars	2.77	2.68
Foodsize sales by outlet:			
Fee/recreational fishing	Percent	14	7
Direct to consumer	Percent	8	23
Restaurants & retail	Percent	9	6
Other outlets 1/	Percent	69	64
Trout 6 to 12 inches in length			
Number sold	1,000	400	260
Pounds sold	1,000	123	88
Value of sales	\$1,000	332	244
Average value per pound	Dollars	2.70	2.77
Stocker sales by outlet:			
Fee/recreational fishing	Percent	43	10
Other producers	Percent	22	20
Direct to consumer	Percent	11	34
Other outlets 2/	Percent	24	36
Trout 1 to 6 inches long			
Number sold	1,000	290	200
Pounds sold	1,000	4	4
Value of sales	\$1,000	61	32
Average per 1,000 fish	Dollars	209.00	159.00
Total sales	\$1,000	1,465	1,573
Distributed for			
conservation & restoration			
Trout 12 inches and longer	1,000 fish	14	14
Trout 6-12 inches in length	1,000 fish	2,880	3,040
Trout 1-6 inches long	1,000 fish	2,070	2,850
		2005	2006
Number of operations, Jan. 1	Number	61	70
Selling trout	Number	45	51
Distributing trout	Number	20	23

1/Other outlets for foodsize trout sales include live haulers, other producers, government, processors, and other buyers. 2/Other outlets for stocker size trout sales include live haulers, other producers, government, processors, restaurant & retail, and other buyers. Source: USDA, NASS, Wisconsin Field Office.